

Case Study

Howie's Artisan Pizza | Palo Alto, CA

Consistent & Creative Video Strategy

When we partnered with Howie's, the restaurant struggled with inconsistent social media presence, leading to decreased customer interest and patronage. In just one year, we boosted Howie's Instagram following from 314 to an incredible 4,925 through organic photography, consistent posts, and engaging video reels showcasing his personality and recipes. We also leveraged marketing opportunities in the shopping center to attract new customers.

Consequently, **Howie's saw year-over-year sales increases of 17.74% in May and 17.22% in June, along with a 12.9% rise in restaurant visits.**

Key Metrics	Jul '24-Jun '25	Jul '23-Jun '24	YOY Growth
Followers	4,205	318	+1,331%
Reach	431,469	368	+117,147%
Likes	12,068	57	+21,072%



Howie's Chinese Chicken Salad Goes Viral

In January 2025, Howie's account saw a remarkable surge when one of his reels went viral, garnering over 340,000 views and attracting nearly 3,000 new followers on Instagram. We attribute the video's success to its captivating hook at the beginning, along with the smooth and engaging editing done by our team. Since that time, we have consistently implemented this strategy for all subsequent videos, resulting in similar levels of success.

465.9k combined views on our top 3 reels



343K · View insights Boost post
6,718 751 633



343K · View insights Boost post
6,718 751 633



23.7K · View insights Boost post
31 20

